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ABSTRACT

To define the position of women in weekly newspaper management, which has been found in the past to be better than their position in daily newspaper management, a questionnaire was mailed to a random sample of 405 men and women weekly newspaper editors in the United States. Among the results, based on returns from 186 respondents (44.9% response rate), were the findings that women constituted one-third of all weekly editors, though they made up more than half of all weekly newspaper employees; that women editors generally exercised less control than men over hiring and promotion decisions and were not as likely as men to own any part of their newspaper; that women editors were generally paid less than men; that both men and women were satisfied with their jobs; and that, overall, attitudes of editors toward women in management were favorable. While only 16% of the editors said sex was ever a factor in hiring or promotion, nearly half thought men and 60% thought women were better suited to certain jobs on the newspaper. Although the survey found women to be clearly underrepresented in the management of weekly newspapers, comparison of the results with those of other research studies indicates that women's opportunities on weeklies are better than on daily newspapers. (Author/GW)

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Women in Weekly Newspaper Management

By

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Women generally are assumed to have fewer opportunities than men to acquire management positions in journalism, as in many other professions. The relative opportunities of men and women, however, appear to vary within different sectors of journalism. The weekly newspaper has been shown to offer more opportunities to women than have some other areas of the profession.[1]

As early as 1931, Charles Rogers wrote in Journalistic Vocations that the "community (weekly) newspaper has with few exceptions opened wide its doors to the woman worker, giving her equal opportunity with man."[2] At a time when "stubborn prejudice" and "open hostility" worked against women in journalism, the weekly newspaper was one of the few sectors of the profession in which sex was not a great handicap, according to Rogers.[3]

William Bowman suggested that the reason women seem to hold proportionately more positions on weekly newspapers than in other sectors of journalism is because weeklies are less prestigious and offer lower pay:

> The big cities/markets are where the action is for journalists, and women are forced to choose, or choose on their own initiative, the jobs that men would probably not consider worthy of their efforts, as inconsistent with a "big league" career, because of the small market location of these positions.[4]

Close to a quarter of all women in Bowman's sample worked for weekly newspapers, as compared to 15 per cent of all men. Women made up a greater proportion (27.1 per cent) of weekly newspaper employees than of daily employees (22.4 per cent).[5]

Joann Lublin found in 80 daily newspapers surveyed that women held only one-third of all jobs in the newsroom, with most

of those jobs at the lower levels. Less than one-tenth of all jobs held by women in Lublin's sample of daily newspapers of at least 10,000 circulation fell into the executive category which she defined as assistant editor positions and above. Lublin also found that nearly half of the women journalists in her sample covered "female interests," such as food, consumerism, and society. One-half of all the women in the executive category were women's page editors.[6]

In Bowman's sample of weekly newspaper employees, one-half of all the women held positions as assistant editors, top editors, or publishers. It should be pointed out, however, that on weeklies, with their smaller staffs, the proportion of assistant editor, editor and publisher positions is likely to be higher than on dailies. In Bowman's sample, 72 per cent of all weekly employees were assistant editors, top editors, or publishers as compared to only nine per cent of all daily employees.[7]

Very little research has dealt extensively with women in management positions in journalism. Numerous studies, however, have looked at women in management positions generally. All have revealed that women are severely underrepresented.

Edward Gross found that since 1900, management positions have become more segregative, leaving out a greater proportion of women.[8] James Grimm and Robert Stern pointed out that even in female dominated occupations such as nursing, teaching, academic librarianship, and social work, the management positions are dominated by men.[9]

Several studies have examined the attitudes of male managers toward women as a reason for them being barred from top jobs. Benson Rosen and Thomas Jerdee found that in hiring, promotion, and career development decisions, managers were biased in favor of male employees. The managers expected male, but not female, employees to give top priority to their jobs; and if outside forces threatened an employee's job, the managers said they would make greater efforts to retain a valuable male than a valuable female employee.[10]

Rose Lamb Coser and Gerald Rokoff found that managers believe women do not have enough job commitment to take on management jobs.[11] Bernard Bass et al. found that managers felt women were less dependable than men, and that employees would prefer to work under a male supervisor.[12]

The findings of some studies comparing management opportunities for men and women in small and large companies have corresponded with Bowman's findings that more women are found in the management of small newspapers than larger newspapers. Garda Bowman et al. found that smaller businesses offered better opportunities for women than the larger ones.[13] Lewis Mennerick found that the management of travel agencies tended to be male dominated, with the few women managers most likely to head the smaller, less prestigious agencies.[14] Jerolyn Lyle and Jane Ross found that more men and women managers in small firms perceived themselves to be treated equally than did managers in larger firms.[15]

Research dealing specifically with women in weekly newspaper management has not been extensive. The lack of information on the position of women on weekly newspapers, and the existing evidence, although limited, that women may have a better chance for advancement on a weekly than in some other sectors of journalism, indicate that research in this area may be useful.

Objectives

The present study attempts to clarify whether women, in fact, do have better opportunities with weekly newspapers than with larger metropolitan dailies. It attempts to determine whether women journalists nonetheless have a lower status than men in this specific sector of journalism. The study further deals with the characteristics of weekly newspaper managers, an area of study not comprehensively researched up to this point.

More specifically, the study is designed to do the following:

1. Determine the extent of employment of women on weekly newspapers in the United States, and the distribution of those women among different job types and levels.

2. Identify the characteristics of weekly newspaper editors--including job and personal information--with an eye toward differences between men and women.

3. Examine the attitudes of weekly newspaper editors toward women in management positions on weeklies.

4. Compare the position of women on weeklies with that of women on dailies.

5. Measure the relative status of women on weeklies from different geographical regions of the country.

Methodology

During the spring of 1977, a sample of editors of weekly, semi-weekly, and tri-weekly newspapers throughout the country was mailed a questionnaire. The sample for the survey was drawn from 7,474 weeklies, semi-weeklies, and tri-weeklies listed in 1976 Editor and Publisher International Yearbook.

A stratified sample was drawn from nine geographical regions as defined by the U.S. Bureau of the Census: Pacific States; Mountain States; West North Central States; East North Central States; New England States; Middle Atlantic States; East South Central States; West South Central States; and South Atlantic States. From each region, a random sample of 45 weeklies was chosen for a total of 405 newspapers.

The sample was stratified into geographical regions so that reliable comparisons could be made among newspapers of the different regions. Because of the wide variance in the number of weekly newspapers published in different regions, a simple random sample would have tended to underrepresent some of the regions while overrepresenting others. By sampling 45 from each region, all regions were given equal weight. (See Table I.)

Table 1 About Here

Geographic regions were compared to find if women may have a better chance of reaching management positions on weeklies in one part of the country than in another. Previous studies have

indicated differences among regions in pay of journalists and in the likelihood of women reaching management in broadcasting and business. John Johnstone et al. found that the average earnings of journalists were 73 per cent higher in the Pacific states than in the South.[16] Irving Fang and Frank Gerval noted that the South leads the rest of the nation in hiring women broadcasters.[17] Douglas Basil found that the East has the highest proportion of women in managerial positions in business than any other part of the country.[18]

The primary method used for gathering data was a four-page mailed questionnaire. The questionnaire was designed to be as brief and easy to answer as possible. Respondents were asked to supply the following information: (1) details about their newspaper organization and their relationship to it; (2) autobiographical data; (3) the ways in which they reached their positions as weekly newspaper editors; (4) their attitudes toward women in weekly newspaper management; (5) their recommendations to young journalists aspiring to jobs in weekly newspaper management.

Of 405 questionnaires mailed out, 182 completed questionnaires were returned for a response rate of 44.9 per cent. Six questionnaires were returned unopened, five of which had not been delivered because of changed or wrong addresses and one because the newspaper had gone out of business.

The questionnaires which had been returned unopened were subtracted from the initial sample, thus leaving a net sample of 399 and a response rate of 45.6 per cent.[19]

Findings

Distribution of Women in Weekly Newspapers. Just under one-third (32.4%) of the responding weekly editors were women. The women were most likely to be found on newspapers in the West North Central and East North Central regions. Women comprised 42 per cent of the responding editors from each of those regions. The Pacific states were least likely to have women editors, with only 18 per cent of the respondents identifying themselves as female. (See Table II.)

Women were found most often on the largest newspapers. Sixty per cent of the newspapers with circulations of more than 50,000 had women editors; however, because of the small size of the sample of editors from newspapers in this circulation category, care must be taken in interpreting the results. Only four per cent of the responding editors were from newspapers of this size. The proportion of women in the other circulation categories was fairly even: 33 per cent, 10,000-49,999; 28 per cent, 5,000-9,999; and 33 per cent, 600-4,999.

Women editors were equally as likely to be found on group-owned and idependently-owned newspapers. Thirty per cent of the editors of group-owned newspapers and 32 per cent of the editors of independently-owned newspapers were women.

Table II About Here

Though women were definitely in the minority as editors, overall they were in the majority of weekly newspaper employees.

The average number of female employees per newspaper (7.9) was nearly two more than the average for male employees (6.3).

The women, however, tended to be underrepresented in the management jobs classified as: publisher and assistant publisher; editors, managers or directors (including section editors, and advertising, production, circulation, and personnel managers or directors); and assistant editors, managers or directors.[20] Twenty-three per cent of all jobs were classified as management. As shown in Table III, 18 per cent of the women, compared to 30 per cent of the men were in these management positions. In the non-management jobs, more men were photographers, but women outnumbered men as reporters, bookkeepers, clerical workers and production workers. (Production included all composing, layout, paste-up, typesetting, printing and plate-making personnel.) Men and women were evenly distributed as advertising sales personnel. (See Table III.)

Table III About Here

Personal Characteristics of Male and Female Weekly Editors. The data revealed only a few slight differences in the personal characteristics of men and women weekly newspaper editors. Men were slightly older on the average than women. The average age was 45 years for men and 41.5 years for women. A few more women than men called themselves liberal (30.4% versus 25%) or middle-of-the-road (41.4% versus 36.2%), while men were ten per cent more likely to say they were conservative (38.8% versus 28.6%).

Women were more likely than men to be single. About one-third

of the women respondents had never been married, were divorced or were widowed, while the figure for men was only 19.1 per cent. About 58 per cent of women had children compared to 76 per cent of the men. Slightly more women than men (16% versus 14%), however, had four or more children. The children of the women editors tended to be on the average about three years older than the children of the men. The average age of the youngest child for women was 17, while for men it was 14. Very few respondents of either sex had children of pre-school age. (See Table IV.)

Table IV About Here

Professional Characteristics of Male and Female Weekly Editors. The data gathered about professional characteristics of weekly newspaper editors also suggested that there are few striking differences between men and women. Men were slightly better educated. They were more likely to be college graduates (46.6% versus 38.9%) and more likely to have earned an advanced degree (14.4% versus 9.3%). Of those who attended college, men were more likely to have majored in journalism (48.1%) than women (32.5%), but less likely to have majored in business (10.9% versus 13.9%) or English (11.8% versus 13.9%). Men were also more likely than women to have minored in journalism (11.5% versus 8.8%).

Men respondents were slightly more likely than women to have previous newspaper experience (56.3% versus 54.3%). Of those with newspaper experience, 29.8 per cent of the men, compared to

16 per cent of the women, received their experience on a daily newspaper, while the majority of both groups had prior experience on a weekly.

The most significant difference between the men and women editors in their professional characteristics was the amount of control each held over their newspapers. Men generally were able to exercise more control over hiring and promoting decisions. Two times as many men as women (71.6% versus 35.1%) made the final decision when hiring or promoting someone. A greater percentage of women than men made a joint decision with their superior, or made recommendations to their superior. Twelve per cent of the women editors, compared to four per cent of the men played no part at all in such decisions.

The apparent lack of control by women in these types of decisions could be a consequence of their being less likely than men to own any part of their newspaper. Whereas 50 per cent of the men owned all their newspaper, and another 22 per cent owned part of it, only 26 per cent of women owned all and 11 per cent owned part. That is, about half as many women as men had a controlling interest in their newspaper.

Women worked 10 fewer hours per week on the average than the men. The average work week for women was 42.7 hours, while for men it was 53.4 hours. Women were more likely to work parttime than men. Twenty-three per cent of the women worked fewer than 40 hours per week, compared to six per cent of the men.

More women editors than men editors indicated they were likely to leave their jobs, perhaps reflecting the fact women were

not as likely to own any part of the newspaper and thus did not have as great a stake in the particular newspaper. Thirty-seven per cent of the women, compared to 28 per cent of the men, thought a change in jobs to be "likely" or "very likely" within a few years. (See Table V.)

Table V About Here

Job Satisfaction and Salary Difference. Despite their lack of control over their newspapers, women were more likely than men to say they were "very satisfied" with their job (66.1% versus 58.6%). They were less likely, however, to say they were "rather satisfied" and more apt to say they were "rather dissatisfied" than men. Perhaps notably, none of the respondents of either sex said they were "very dissatisfied." (See Table VI.)

Table VI About Here

Although women overall expressed satisfaction with their jobs, they were generally paid less than the men. As shown in Table VII, proportionately more women were in each of the three lowest yearly salary categories, whereas proportionately more men were in each of the three highest categories. Eighty-six per cent of the women earned less than $15,000 per year, with 12 per cent earning less than $5,000. In contrast, 46 per cent of the men earned less than $15,000, with only three per cent earning less than $5,000. On the other hand, close to one-fifth of all male editors earned $25,000 or more, while no women earned that much. (See Table VII.)

Table VII About Here

One could surmise that the difference in male-female salaries may be exaggerated somewhat by the fact that substantially more women than men worked parttime. But, surprisingly, the difference becomes slightly greater when the data are evaluated for fulltime editors only. Eighty-seven per cent of women editors working at least 40 hours per week earned under $15,000 compared to 46 per cent of men editors working at least 40 hours per week.

Women consistently received less pay than men regardless of the size or region of their newspaper. However, the difference between the proportion of women and men earning less than $15,000 per year shrank to almost nothing for newspapers with circulations of 10,000-49,999. These newspapers were also the lowest paying overall. The difference between the proportion of men and women earning less than $15,000 was greatest among newspapers with circulations of 5,000-9,999, the highest paying overall.

Among regions, the biggest difference occurred in the Pacific states where all the women earned less than $15,000 and only 24 per cent of the men did. Male and female salaries were closest in the East South Central region, which was also the lowest paying of any region. (See Table VIII.)

The lower salaries for women are consistent with previous findings regarding earnings for journalists. Bowman found that the average yearly income for male weekly newspaper editors was $9,600 compared to $6,000 for women.[21] David Weaver et al. discovered that the average salary for daily newspaper top managers

was $32,222 for men and $25.524 for women.[22]

Table VIII About Here

Attitudes Toward Women. Thus far, women editors have been shown to be significantly underrepresented in weekly newspaper management, to have less control over their newspapers, and to be paid less than men despite the fact they are only slightly less educated and have similar job experience. To help explain women's lower position in weekly newspapers, and to gauge women's opportunities in weekly newspaper management, the present study examined attitudes of weekly newspaper editors to women in weekly newspapers. Responses to direct questions concerning attitudes on a controversial subject must be regarded with care. Respondents may often answer in the way they think the researcher would want the question answered, but may actually feel or behave somewhat differently.

A Likert scale was used to measure respondents' acceptance of women in management generally. Respondents were asked to "strongly agree," "agree," "disagree," or "strongly disagree" with a series of eight statements about women's commitment, ambitions, and temperaments as they related to management positions. High scores indicated a favorable attitude toward women in management. The highest score possible was 32 and the lowest was eight.

The average score for all respondents was 24.4. Women tended to score slightly higher and men slightly lower than the

average (25.4 versus 24). Editors from group-owned newspapers scored higher than those from independently-owned newspapers. Male editors from group-owned newspapers scored 24.8 on the average and women, 26.1, while men from independently-owned newspapers had an average score of 23.7 and women, 25.8.

Generally, the larger the circulation of the newspaper, the more favorable was the attitude of its editor. This was especially true of men, whose scores increased from an average of 23 for editors of the smallest newspapers to 29.6 for those on papers of more than 50,000 circulation. Female editors on newspapers with circulations of 600-4,999 scored an average of 25.5, then dropped for the 5,000-9,999 category to 24.4, jumped to 29 for 10,000-49,999 circulations, and dropped dramatically to 21.3 for the largest newspapers.

Among regions, the most favorable attitude was in the East North Central where the average score for both men and women was 26.1. The editors from the West North Central region reflected the least favorable attitude with average scores of 22.2 for men and 24.2 for women. The greatest difference between men and women in their attitudes toward women in management occured in the Middle Atlantic region where women scored 27.4 to men's 22.9. (See Table IX.)

See Table IX

To measure further women's opportunities in weekly newspaper management and on weeklies overall, respondents were asked if

there were any jobs on their newspaper to which they felt either sex was better suited. Forty-five per cent said there were jobs which were better for men and 60 per cent said there were jobs better for women. In the first case, men were more likely to answer yes, while in the second, women were slightly more likely to say yes.

Of those jobs better suited for men, management was listed nine times, or 12 per cent. It was listed five times, or five per cent, as a job to which women were better suited. In both cases, women were more likely than men to have listed management. The most frequently given reason for men being better suited to the management of weeklies was that they were more able to handle the pressure and emotional strain of the job. Women were said to be better in management because of their superior organizational ability.

The job most frequently mentioned as being better for men was production work. It was listed by 61 per cent of those respondents answering this question. Of that 61 per cent, most (80%) said men were physically better able to handle the press. The remaining 20 per cent said men had a superior mechanical aptitude and thus understood the workings of a press better than women did.

Another job frequently listed as being better for men was sports reporting and editing (11%). Men were said to understand the subject better, to have more "locker room contact," and to have more training.

Jobs involving detail work such as layout, typesetting, paste-up and proofreading were listed by 60 per cent of the

respondents as jobs to which women were better suited. Most respondents said women were better at these jobs because they worked better with details, were more careful and patient, and could handle "menial" jobs with more ease than men could.

Respondents also frequently said that women were better suited to women's or society reporting and editing. Nearly one-third of those answering this question said women were better society reporters and editors because they understood the subject better, readers preferred women society reporters and editors, and women had better access to society-related information.

Clerical jobs were also listed often as jobs to which women were better suited, primarily because women had more training and were better typists than men. (See Table X.)

Table X About Here

One notable result from these questions emerged after a close examination of the reasons respondents gave for one sex being better suited to certain jobs. Men were always said to be better because they possessed an ability women do not generally have -- such as physical strength or mechanical aptitude. However, nearly one-fifth of the reasons given for women being better at certain jobs were phrased negatively. Women performed certain jobs better because: men were not interested in those jobs; men were not detailed-minded; men lacked the necessary patience; and the jobs were too menial for men.

Although 45 per cent of the respondents said there were jobs on their newspapers to which men were better suited, and 60 per

cent said there were jobs women could better handle, only 16 per cent said the sex of an applicant or employee was ever a factor in their decision to hire or promote someone.

Of those who explained why sex was a factor, the following reasons were given: 27.3 per cent said it depended on the job they were trying to fill, presumably meaning they would choose women for some jobs and men for others; 18.2 per cent said they tried to have a balance of both sexes on their staff because they needed the viewpoints of both; 13.6 per cent said they practiced affirmative action and tried to hire women as often as possible; 13.6 per cent said they preferred not to hire women with small children because they tended to have a bad work attendance.

Dailies Versus Weeklies. As previously mentioned, Bowman suggested that opportunities for women on weeklies were limited because of the small staffs of most weeklies. Weekly newspaper editors in the sample for this study were asked to compare women's opportunities for advancement on weeklies and dailies. Of the 159 who answered, 45.3 per cent believed the opportunities to be better on weeklies, 37.7 per cent said the opportunities were the same on weeklies and dailies, and 16.4 per cent said opportunities were better on dailies. (See Table XI).

Women respondents were more likely than men to say dailies offered better opportunities (23.1% versus 13.2%). Both sexes were equally as likely to say weeklies offered greater opportunities. Editors from the largest weeklies were most likely to say weeklies offered better opportunities for women, while those from the smaller newspapers were least likely to say so. Similarly, editors of group-owned newspapers tended to believe opportunities were better on weeklies.

Table XI About Here

Sixty-five per cent of the respondents from the East North Central region thought women had better opportunities on weeklies; none from this region believed opportunities to be better on dailies. Respondents from the South Atlantic states were least likely to say opportunities were better on weeklies (17.4%), though 61.1 per cent said the opportunities on weeklies and dailies were the same.

Of those who said opportunities were better on weeklies, 22 per cent indicated this was the case because the pay was lower than it was on dailies so fewer men were attracted. In contrast, 17 per cent of those who said dailies offered better opportunities for women, also said so because the pay was too low on weeklies.

Another frequently given reason for opportunities being better on weeklies was that there is more turnover and less competition on weeklies. A few said weeklies were not large enough or financially powerful enough to consider anything but job performance when hiring or promoting someone. Others said the availability of parttime jobs on weeklies created more opportunities for women.

More than half of those who said dailies offered better opportunities explained this was true because there were more jobs available on dailies. Another frequent answer was that publishers of dailies tended to be less "sexist" than weekly publishers.

When compared with similar studies on women in daily newspaper management, the position of women, at least on the surface, appears to be somewhat better on weekly newspapers. Women are significantly better represented as top editors on weeklies than on dailies. Weaver et al. had only 60 (2.4%) women in their sample of 2,465 top-level managers from six different daily newspaper departments.[23] The Media Report to Women reported that about the same percentage (2.6%) of women as "directing editors" of daily newspapers of more than 40,000 circulation.[24] These figures are strikingly lower than the 32.4 per cent of women editors found in this study, or the 21 per cent of women in positions of "overall responsibility" found by Bowman in his sample of weekly newspapers.[25]

Although only half as many women as men surveyed in the present study owned any part of their newspapers (37% versus 72%), Bowman found 38 men but no women "publisher-owners" among the 3,156 daily newspapers he sampled.[26]

Salaries of weekly newspaper editors are somewhat lower than those for daily editors. The differences between male and female salaries, however, appear to be less on weeklies. Bowman's study found a difference of $3,000 between salaries for male and female weekly editors, and $5,400 between salaries of male and female daily editors.[27] The difference between male and female salaries in the Weaver et al. study on daily editors was $6,698.[28] Because the present study asked for salaries only within categories of $5,000, it was not possible to calculate a specific difference between male and female salaries.

Conclusions and Recommendations

The primary conclusions reached from the analysis of data collected from the survey of 182 weekly newspaper editors on women in weekly newspaper management are:

1. About one-third of weekly newspaper editors were women, though women comprised the majority of weekly newspaper employees overall.

2. There were very few significant differences in the personal characteristics of male and female weekly editors. The women tended to be slightly younger, more politically liberal, and more likely to be single.

3. Similarly, there were few major differences in the professional characteristics of male and female weekly editors. The women were slightly less educated, not quite as likely to have previous newspaper experience, they had not been at their present jobs as long, and they worked fewer hours on the average. They seemed to have less control over hiring and promotion decisions and were less likely to own any part of their newspaper.

4. Both men and women seemed satisfied with their jobs, even though the women editors were paid less than the men.

5. Attitudes of weekly editors toward women in management were largely favorable. Women tended to have somewhat more favorable attitudes than men.

6. While only 16 per cent of the editors said sex was ever a factor in hiring or promotion, nearly half thought men were better suited to certain jobs on weekly newspapers.

7. Sixty per cent of the respondents thought women were better suited to certain jobs. Most often mentioned were those jobs involving detail work, such as layout, typesetting, paste-up and proofreading.

8. The opportunities for women on weekly newspapers appeared to be better than those on daily newspapers. Most of the respondents thought the opportunities to be the same or better on weeklies. Studies examining the position of women on dailies have shown that women are found less in management positions than this study showed they were on weeklies.

9. There were very few substantial regional differences in the position of women in weekly newspaper management. Overall, the East North Central region appeared to be the most favorable for women in weekly newspaper management.

The findings of this study show that although the position of women on weekly newspapers seems to be better than in some other sectors of the journalism profession -- specifically daily newspapers -- women still occupy a lower position than men within the weekly newspaper structure. They are generally paid less, have less control over their newspaper, and are not as likely to hold a management position.

Women, nonetheless, continue to be drawn toward jobs in weekly newspapers -- perhaps because their chances for advancement are somewhat better than on a daily newspaper. Future research should examine this question: Why do weeklies offer better opportunities for women? Is it because men, in fact, see weeklies

as not "prestigious enough," thereby drawing men away from weeklies and leaving more positions open to women? The attitudes of men and women toward working on a weekly should also be examined.

Footnotes

[1]William Bowman, "Distaff Journalists: Women as a Minority Group in the News Media," unpublished Ph.D. dissertation, University of Illinois at Chicago Circle, 1974, p. 105-6.

[2]Charles Rogers, Journalistic Vocations (New York: D. Appleton and Company, 1931), p. 265.

[3]Ibid., p. 259.

[4]Bowman, op. cit., p. 205.

[5]Ibid., p. 105

[6]Joann Lublin, "Discrimination against Women in Newsrooms: Fact or Fantasy," Journalism Quarterly, 49:360 (Summer 1972).

[7]Bowman, op. cit., pp. 150-151.

[8]Edward Gross, "Plus Ca Change? The Sexual Structure of Occupations over Time," Social Problems, 16:198-208 (Fall 1968).

[9]James Grimm and Robert Stern, "Sex Roles and Internal Labor Market Structures: The Female Semi-Professions," Social Problems, 21:690-705 (June 1974).

[10]Benson Rosen and Thomas Jerdee, "Sex Stereotyping in the Executive Suite," Harvard Business Review, Vol. 52 (March/April 1974), pp. 45-48.

[11]Rose Lamb Coser and Gerald Rokoff, "Women in the Occupational World: Social Disruption and Conflict," Social Problems, 18:535-54 (Spring 1971).

[12]Bernard Bass, Judith Krusell and Ralph Alexander, "Male Managers' Attitudes toward Working Women," American Behavioral Scientist, 15:221-36 (November/December 1971).

[13]Garda Bowman, N. Beatrice Worthy and Stephan Greyser, "Are Women Executives People?" Harvard Business Review, Vol. 43 (July/August 1965), pp. 14-16+.

[14]Lewis Mennerick, "Organizational Structuring of Sex Roles in a Nonstereotyped Industry," Administrative Science Quarterly, 20:570-86 (December 1975).

[15]Jerolyn Lyle and Jane Ross, Women in Industry (Lexington, Massachusetts: D.C. Heath and Company, 1973).

[16]John W.C. Johnstone, Edward J. Slawski and William W. Bowman, The News People: A Sociological Portrait of American Journalists and Their Work (Urbana: University of Illinois Press, 1976), p. 135.

[17]Irving Fang and Frank Gerval, "A Survey of Salaries and Hiring Preferences in Television News," Journal of Broadcasting, 15:430 (Fall 1971).

[18]Douglas C. Basil, Women in Management (New York: Dunellen Publishing Company, Inc., 1972) p. 24.

[19]Earl R. Babbie, Survey Research Methods (Belmont: Wadsworth Publishing Company, Inc., 1973) p. 165. Babbie points out that omitting the questionnaires which could not be delivered is the accepted practice.

[20]Though seldom defined clearly, the term "underrepresented" is often used in studies of job discrimination to describe the affected group's situation. It generally seems to mean that the proportion of the affected group within a certain occupation is well under their proportion in the labor force as a whole.

[21]Bowman, op. cit., p. 151.

[22]David Weaver, Christine Ogan, Charlene Brown and Mary Benedict, "Women in Newspaper Management: Where Are They; Who

Are They; How Did They Get There; and How Well Are They Doing" Unpublished report prepared for presentation to conference on Women in Newspaper Management, Indiana University, May 1977, p. 17.

[23]Ibid., p. 3.

[24]Media Report to Women, May 1977, p. 3.

[25]Bowman, op. cit.

[26]Ibid.

[27]Ibid.

[28]Weaver et al., op. cit.

Table I

Region	Total Population Sample	Sample	Per cent of Population
Pacific	707	45	6.3
Mountain	424	45	10.6
West North Central	1,538	45	2.9
East North Central	1,517	45	3.0
New England	299	45	15.0
Middle Atlantic	841	45	5.3
East South Central	453	45	9.9
West South Central	927	45	4.8
South Atlantic	768	45	5.8

Table II

Percentage of Women Weekly Newspaper Editors by Region, Circulation Category, and Newspaper Ownership

Region	Percentages of Women
Pacific	18%
Mountain	21%
West North Central	42%
East North Central	42%
New England	37%
Middle Atlantic	32%
East South Central	22%
West South Central	30%
South Atlantic	41%
Circulation Category	
600-4,999	33%
5,000-9,999	28%
10,000-49,999	33%
50,000 or more	60%
Newspaper Ownership	
Group-owned	30%
Independently-owned	32%

Table III

Percentage of Men and Women in Management and Non-management Jobs

Management Jobs	Percentage of Men	Percentage of Women
Publisher and assistant publisher	11%	2%
Editors, managers, and directors	15%	11%
Assistant editors, managers, and directors	4%	5%
Non-management Jobs		
Reporters	12%	15%
Advertising sales	13%	12%
Photographers	8%	3%
Bookkeepers	2%	9%
Clerical	2%	11%
Production	27%	28%
Other	6%	4%
TOTAL	100%	100%

Table IV

Comparison of Personal Characteristics
of Men and Women Weekly
Newspaper Editors

Personal Characteristics	Men	Women
Average age	45	41.5
% Liberal	25%	30.4%
% Conservative	38.8%	28.6%
% Middle-of-the-Road	36.2%	41.4%
% Married	80.9%	67.3%
% With Children	75.6%	57.8%
% With Four or More Children	14%	16%
Average Age of Youngest Child	14	17

Table V

Comparison of Professional Characteristics of Men and Women Weekly Newspaper Editors

Professional Characteristics	Men	Women
% With College Degree	46.6%	38.9%
% With Advanced Degree	14.4%	9.3%
% Who Majored in Journalism	48.1%	32.5%
% With Previous Newspaper Experience	56.3%	54.3%
% Making Final Hiring or Promotion Decision	71.6%	35.1%
% Making a Joint Hiring or Promotion Decision	21.6%	26.3%
% Making Recommendations to Superior in Hiring and Promotion Decisions	2.6%	26.3%
% Playing No Part at All in Hiring or Promotion Decisions	4.3%	12.3%
% Owning All of Newspaper	50.0%	25.9%
% Owning Part of Newspaper	22.0%	11.1%
% Owning None of Newspaper	28.0%	63.0%
Average Number of Hours Worked Per Week	53.4%	42.7%
% Working Parttime	6.0%	23.0%
% Who Thought Leaving their Job in the Next Few Years Was Likely	28.0%	37.0%

Table VI

Comparison of Job Satisfaction of
Men and Women Weekly
Newspaper Editors

Satisfaction	Men	Women
Very Satisfied	58.6%	66.1%
Rather Satisfied	36.2%	25.0%
Rather Dissatisfied	5.2%	8.9%
Very Dissatisfied	0	0
TOTAL	100.0%	100.0%

Table VII

Comparison of Salaries of Men and Women
Weekly Newspaper Editors

Salary Category	Men	Women
Less than $5,000	2.7%	12.0%
$5,000-9,999	16.8%	44.0%
$10,000-14,999	26.5%	30.0%
$15,000-19,999	21.2%	6.0%
$20,000-24,999	14.2%	8.0%
$25,000 or more	18.6%	0
TOTAL	100.0%	100.0%

Table VIII

Percentage of Men and Women Weekly Editors Earning Less than $15,000 by Region, Circulation Category, and Newspaper Ownership

Region	Percentage of Men	Percentage of Women
Pacific	24%	100%
Mountain	37%	74%
West North Central	55%	100%
East North Central	36%	88%
New England	40%	100%
Middle Atlantic	42%	72%
East South Central	71%	100%
West South Central	65%	100%
South Atlantic	33%	84%
Circulation Category		
600-4,999	51%	86%
5,000-9,999	39%	80%
10,000-49,999	81%	83%
50,000 or more	60%	100%

Table IX

Comparison of Average Scores for Men and Women Weekly Newspaper Editors on Their Attitudes toward Women in Management

Region	Scores of men	Scores of Women
Pacific	26.2	24.3
Mountain	23.8	25.6
West North Central	22.2	24.2
East North Central	26.1	26.1
New England	24.6	24.5
Middle Atlantic	22.9	27.4
East South Central	21.5	25.0
West South Central	24.3	24.8
South Atlantic	25.3	26.0
Circulation Category		
600-4,999	23.0	25.5
5,000-9,999	25.0	24.4
10,000-49,999	25.3	29.0
50,000 or more	29.6	21.3
Ownership		
Group-owned	24.8	26.1
Independently-owned	23.7	25.8

Table X

Jobs Listed as Being Better Suited:

for Men		for Women	
Production	61%	Detail Work	60%
Management	12%	Women's reporting and editing	32%
Sports reporting and editing	11%	Clerical work	17%
Circulation	7%	Reporting	12%
Advertising sales	6%	Advertising sales	10%
Reporting	5%	Management	5%

Table XI

Comparison of Beliefs of Men and Women Weekly Newspaper Editors on the Relative Opportunities for Women on Weeklies and Dailies

	Percentage of men	Percentage of women
Opportunities better on weeklies	45.3%	44.2%
Opportunities better on dailies	13.2%	23.1%
Opportunities the same on weeklies and dailies	41.5%	30.8%